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| **Unit Name:** | The Business of Building a Business |
| **Lesson Name and #:** | #4 Advertising with Toondoo |
| **GPS:** | ENGR-STEM 2 – Students will identify the impact of engineering and technology within global, economic, environmental, and societal contexts.  STANDARDS FOR TECHNOLOGY LITERACY:  Standard 11 – Students will develop the abilities to apply the design process.  Standard 12 – Students will develop the abilities to use and maintain technological products and systems. |
| **Objective:** | The student will be able to design a Toondoo cartoon that promotes their business. |
| **Subject/Grade/Students:** | Engineering and Technology – 8th Grade – 28 students |
| **Materials needed:** | Sample website, internet, 28 computers |
| **EQ/Opening:** | What are different ways to advertise your business? |
| **Work Time:** | The students will be introduced to the website “Toondoo.com”. The teacher will share her sample Toondoo on the class website that advertises the business “pZaz Flowers”. The students will then have the opportunity to create their own Toondoo cartoons to promote their business. The students will share their Toondoo creations at the end of class. (Assessment)  a. Engage: The students will be using computers to design their own websites.  b. Explore: Students will explore different characters/backgrounds/fonts/etc within Toondoo to create their cartoon  c. Explain: The teacher will provide a sample Toondoo.  d. Elaborate: I will show students my sample Toondoo and go through all of the different items they can implement in their own Toondoo. We will discuss ideas and look at other samples.  e. Evaluate: The students will present their Toondoo at the end of class.  f. Extend: The teacher will allow students to submit their Toondoo clips to the school newspaper and the students will vote on the best cartoons.  Please see www.johnsontechnology.wikispaces.com |
| **Assessment:** | Toondoo Cartoon |
| **Closing:** | The class will have open discussion about the unique things the students included in their websites. |

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| **Toondoo Cartoon Rubric** | | |
| **Item** | **Yes** | **No** |
| Toondoo Cartoon promotes business. | 5 | 0 |
| Toondoo Cartoon is visually appealing. | 5 | 0 |
| Toondoo Cartoon is visually/literally appropriate. | 5 | 0 |